

The applicant of the present invention has recognized that image processing apparatuses include several types of adjustments to image quality, such as adjusting a sharpness, as a non-limiting example. The applicant of the present invention has also recognized that when sharpness is adjusted other image qualities, such as contrast and brightness of an image, are also affected.¹

Accordingly, the applicant of the present invention has devised the claimed invention to reduce the influence that an image quality adjustment makes upon a contrast or brightness of an image.² To achieve the above operation, the claimed image display device of independent Claim 1 allows a user to set an image quality adjustment that is not a contrast or brightness adjustment of an image. In one non-limiting example, and as recited in dependent Claim 2, that image quality adjustment may be a sharpness adjustment. As noted above, the applicant of the present invention has recognized that an image quality adjustment that excludes contrast and brightness adjustment may adversely affect the contrast or brightness. To address that drawback, independent Claim 1 further requires an image processing section "to perform contrast compensation *to maintain a brightness* at a center of a specific color region larger than a predetermined size within the image displayed by the display device, regardless of the setting of the image quality adjustment" (emphasis added). That is, according to such a feature as recited in independent Claim 1, a brightness in a specific region is *maintained* even when the image quality adjustment is made. In the specific non-limiting example noted above, when a sharpness of adjustment is made, a brightness is maintained at a center of a specific color region that exceeds a predetermined size. Such subject matter is

¹See, for example, the present specification at page 1, lines 23-25.

²See, for example, the present specification at page 2, lines 2-4.

also shown for example in Figures 5(a)-5(d) in the present specification. It is also noted that the other independent Claims 6, 9, 12, 14, and 19 recite similar features as noted above with respect to independent Claim 1.

Such features as recited in the claims are believed to clearly distinguish over the teaching in Higuchi.

First, it is noted that Higuchi is not directed to a device that even recognizes the problems that the present invention recognizes and addresses. In that respect it is noted that it is only the applicant in the present invention who has recognized the problem discussed above in that certain image quality adjustments adversely affect contrast and brightness. As noted in MPEP § 2141.02 discovering a source/cause of a problem must be considered, which has not been done in the outstanding Office Action. }

Even more particularly, Higuchi is directed to a completely different problem than that of the claimed invention. Higuchi is directed to a device for a navigation system installed in a vehicle that can adjust the display of a map depending on an age of an observer.³ To meet that objective, Higuchi discloses that different color compensation values can be utilized based on a set age.

In such ways, Higuchi clearly does not even recognize, much less address, the same problem as noted above that the present invention recognizes and solves.

Moreover, Higuchi does not meet all the claim limitations.

More specifically, the age-setting dial 14 in Higuchi does not meet the limitations of the "setting section" recited in the claims, in contrast to the position set forth in the Office Action. Specifically, that age-setting dial 14 does not "allow a user to set image quality }

³Higuchi at column 5, lines 7-9.

adjustment excluding contrast and brightness adjustments of the image", as required in independent Claim 1, and as similarly required in the other independent claims. That is, the age-setting dial 14 in Higuchi controls all image adjustments and is not directed to a specific image adjustment, such as a sharpness adjustment as recited for example in dependent Claim 2.

It is further noted that Higuchi does not disclose or suggest performing any contrast compensation "to *maintain a brightness* of a center of a specific color region larger than a predetermined size within the image displayed by the image display device, regardless of the setting of the image quality adjustment" (emphasis added). That is, in the claimed invention, a brightness is *maintained* at a same level regardless of a setting of the image quality adjustment. Higuchi does not teach or suggest any such subject matter. Higuchi discloses performing different color compensations, but Higuchi does not disclose performing those color compensations to *maintain* a brightness level. 2

In such ways, Higuchi does not meet each of the limitations recited in the pending claims, and thus the pending claims patentably distinguish over the teachings in Higuchi.

As no other issues are pending in this application, it is respectfully submitted that the present application is now in condition for allowance, and it is hereby respectfully requested that this case be passed to issue.

Respectfully submitted,

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